

| POPULATION TOTAL | 1990 CENSUS | 2000 CENSUS | 2003 ESTIMATED | 2008 PROJECTED |
|-------------------------|-------------|-------------|----------------|----------------|
| UNITED STATES | 248,709,873 | 281,421,906 | 290,647,163 | 305,918,071 |
| MEDIAN AGE (YRS) | | 35.3 | 36.1 | 37.3 |
| COLORADO | 3,294,394 | 4,301,261 | 4,573,452 | 5,009,101 |
| MEDIAN AGE (YRS) | ----- | 34.3 | 35.3 | 36.9 |
| HISPANICS (ANY RACE) | | 735,601 | 796,323 | 897,687 |
| STATE'S PERCENTAGE | | 17.10% | 17.41% | 17.92% |
| POPULATION BY RACE | | 2000 CENSUS | 2003 ESTIMATED | 2008 PROJECTED |
| WHITE | | 3,560,005 | 3,766,243 | 4,094,455 |
| STATE'S PERCENTAGE | | 82.77 | 82.35 | 81.74 |
| MEDIAN AGE (YRS) | | 36.2 | 37.2 | 39.2 |
| BLACK/AFRICAN-AMERICAN | | 165,063 | 177,180 | 192,942 |
| STATE'S PERCENTAGE | | 3.84 | 3.87 | 3.85 |
| MEDIAN AGE (YRS) | | 30.3 | 30.8 | 31.7 |
| AMERICAN INDIAN/NATIVE | | 44,241 | 48,833 | 55,402 |
| STATE'S PERCENTAGE | | 1.03 | 1.07 | 1.11 |
| MEDIAN AGE (YRS) | | 29.4 | 29.2 | 29.2 |
| ASIAN | | 95,213 | 105,263 | 121,549 |
| STATE'S PERCENTAGE | | 2.21 | 2.30 | 2.43 |
| MEDIAN AGE (YRS) | | 31.3 | 32.0 | 33.9 |
| HAWAII/PACIFIC ISLANDER | | 4,621 | 4,977 | 5,618 |
| STATE'S PERCENTAGE | | 0.11 | 0.11 | 0.11 |
| MEDIAN AGE (YRS) | | 27.9 | 27.7 | 27.7 |
| OTHER | | 309,931 | 338,824 | 388,062 |
| STATE'S PERCENTAGE | | 7.21 | 7.41 | 7.75 |
| MEDIAN AGE (YRS) | | 24.7 | 25.9 | 27.3 |
| POPULATION BY LOCALITY | | | 2003 ESTIMATED | 2008 PROJECTED |
| URBAN | | ----- | 1,115,679 | 1,159,067 |
| SUBURBAN | | ----- | 2,647,993 | 2,937,913 |
| RURAL | | ----- | 809,780 | 912,121 |

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| INCOME | 2003 ESTIMATED | 2008 PROJECTED | |
|---------------------------------|------------------|-------------------|----------|
| HOUSEHOLD MEDIAN | \$54,475 | ----- | |
| PER CAPITA | \$27,573 | ----- | |
| EXPENDITURES | 2003 ESTIMATED | 2008 PROJECTED | % CHANGE |
| TOTAL EXPENDITURES | \$79,595,060,000 | \$108,050,728,000 | 35.75% |
| FOOD AT HOME TOTAL | \$9,034,259,500 | \$10,996,277,000 | 21.72% |
| FOOD AWAY FROM HOME TOTAL | \$8,349,676,200 | \$11,091,228,900 | 32.83% |
| FOOD AS % OF TOTAL EXPENDITURES | 21.84% | 20.44% | ----- |
| FOOD AT HOME | 2003 ESTIMATED | 2008 PROJECTED | % CHANGE |
| MEATS (ALL TYPES) | \$1,614,083,000 | \$1,988,279,200 | 23.18% |
| FISH & SEAFOOD PRODUCTS | \$169,755,700 | \$208,211,500 | 22.65% |
| FRUITS & VEGETABLES | \$1,042,837,100 | \$1,252,072,300 | 20.06% |
| DAIRY PRODUCTS | \$1,028,719,000 | \$1,245,496,000 | 21.07% |
| BAKERY PRODUCTS | \$957,300,800 | \$1,134,476,700 | 18.51% |
| CEREALS & PRODUCTS | \$496,347,200 | \$615,174,000 | 23.94% |
| PREPARED FOODS | \$1,564,392,100 | \$1,908,530,200 | 22.00% |
| JUICES | \$256,225,200 | \$307,101,600 | 19.86% |
| FOOD AWAY FROM HOME | 2003 ESTIMATED | 2008 PROJECTED | % CHANGE |
| BREAKFAST & BRUNCH | \$566,269,200 | \$824,331,800 | 45.57% |
| FAST FOOD | \$233,651,600 | \$327,150,400 | 40.02% |
| FULL SERVICE | \$332,617,600 | \$497,181,400 | 49.48% |
| LUNCH | \$2,007,178,700 | \$2,643,906,600 | 31.72% |
| FAST FOOD | \$1,180,318,800 | \$1,505,466,600 | 27.55% |
| FULL SERVICE | \$826,859,900 | \$1,138,440,000 | 37.68% |
| DINNER | \$2,987,245,700 | \$4,052,687,800 | 35.67% |
| FAST FOOD | \$1,129,406,200 | \$1,448,152,100 | 28.22% |
| FULL SERVICE | \$1,857,839,500 | \$2,604,535,700 | 40.19% |

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| FOOD AT HOME EXPENDITURES | 2003 ESTIMATED | 2008 PROJECTED | % CHANGE |
|-------------------------------|----------------|----------------|----------|
| MEATS | | | |
| MEATS (ALL TYPES) | \$917 | \$1,034 | 12.76% |
| POULTRY | \$287 | \$325 | 13.24% |
| EGGS | \$52 | \$56 | 7.69% |
| FISH & SEAFOOD | | | |
| FRESH | \$49 | \$55 | 12.24% |
| FROZEN | \$29 | \$35 | 20.69% |
| CANNED | \$18 | \$19 | 5.56% |
| FRUITS / VEGETABLES | | | |
| FRESH | \$424 | \$469 | 10.61% |
| CANNED | \$83 | \$94 | 13.25% |
| FROZEN | \$62 | \$65 | 4.84% |
| OTHER | \$24 | \$24 | 0.00% |
| DAIRY PRODUCTS | | | |
| FRESH MILK & CREAM | \$174 | \$189 | 8.62% |
| CHEESE | \$158 | \$167 | 5.70% |
| ICE CREAM | \$94 | \$104 | 10.64% |
| BUTTER / MARGARINE | \$44 | \$55 | 25.00% |
| BAKERY PRODUCTS | | | |
| BREAD & PRODUCTS | \$424 | \$462 | 8.96% |
| COOKIES | \$75 | \$80 | 6.67% |
| CRACKERS | \$44 | \$48 | 9.09% |
| CEREALS & PRODUCTS | | | |
| CEREALS | \$160 | \$174 | 8.75% |
| PASTA PRODUCTS | \$54 | \$64 | 18.52% |
| FLOUR & MIXES | \$40 | \$49 | 22.50% |
| RICE | \$28 | \$34 | 21.43% |
| PREPARED FOODS | | | |
| SNACKS/CHIPS | \$138 | \$163 | 18.12% |
| JUICES | \$146 | \$160 | 9.59% |
| FROZEN/PREP. OTHER | \$115 | \$135 | 17.39% |
| SOUPS | \$66 | \$77 | 16.67% |
| SAUCES & GRAVIES | \$73 | \$73 | 0.00% |
| BABY FOOD | \$47 | \$52 | 10.64% |
| FROZEN MEALS | \$49 | \$56 | 14.29% |
| NUTS | \$32 | \$35 | 9.38% |
| SALADS | \$30 | \$36 | 20.00% |

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